

Message Text

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PAGE 01 TAIPEI 01269 270924Z

43

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 270830Z FEB 76

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 8646

UNCLAS TAIPEI 1269

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: IN-STORE PROMOTION - FAR EASTERN DEPARTMENT STORE

REF : (A) TAIPEI 0710; (B) STATE 13071 (C) STATE 042805

1. EMBASSY APPRECIATES COMMERCE APPROVAL OF SUBJECT PROMOTION AND OFFER OF SUPPORT.

2. STORE OFFICIALS STATE MINIMUM \$200,000 INITIAL PURCHASE TO BE MADE FOR PROMOTION WITH ADDITIONAL ORDERS PROBABLY RUNNING TOTAL SUBSTANTIALLY HIGHER.

3. THREE-MAN PURCHASING MISSION WILL VISIT UNITED STATES DURING MONTH OF MARCH. MR. S. J. PAR, PRESIDENT OF FAR EASTERN, WILL DEPART FOR UNITED STATES EARLY MARCH FOLLOWED BY TWO OTHER BUYERS LATER IN MONTH. PAR NEEDS NO ASSISTANCE FROM USDOC, ASSISTANCE MAY BE REQUIRED FOR OTHER TWO. ITINERARIES WILL BE SENT BY SUBSEQUENT MESSAGE.

4. CEREMONY SIGNALING AGREEMENT BETWEEN FAR EASTERN AND EMBASSY TO COOPERATE IN PROMOTION (REQUIRED BY FAR EASTERN FOR GROC APPROVAL TO STAGE PROMOTION) TO BE HELD AT FORMAL OPENING OF TAINAN STORE MARCH 26.

5. INITIAL ASSISTANCE REQUESTED IS FOR (A) 40-50 U.S. TRAVEL SERVICE POSTERS AND (B) INFORMATION ON ESTIMATED COST OF BRINGING HAWAIIAN SINGERS AND DANCERS TO TAIWAN (OR SHOULD FAR EAST CONTACT HAWAII VISITORS BUREAU DIRECTLY?)
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